

<i>SERFF Tracking Number:</i>	<i>UHLC-126450736</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>44533</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Rebranded ATM Ads/AS2518ST (12/09)</i>		

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement	SERFF Tr Num: UHLC-126450736	State: Arkansas
TOI: MS05G Group Medicare Supplement - Standard Plans	SERFF Status: Closed-Filed	State Tr Num: 44533

Sub-TOI: MS05G.001 Plan A	Co Tr Num:	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Author: Michelle Richart	Disposition Date: 01/28/2010
	Date Submitted: 01/12/2010	Disposition Status: Filed
Implementation Date Requested:		Implementation Date:

State Filing Description:

## General Information

Project Name: Rebranded ATM Ads	Status of Filing in Domicile: Not Filed
Project Number: AS2518ST (12/09)	Date Approved in Domicile:
Requested Filing Mode: File & Use	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Group
Submission Type: New Submission	Group Market Size: Large
Overall Rate Impact:	Group Market Type: Association
Filing Status Changed: 01/28/2010	Explanation for Other Group Market Type:
	State Status Changed: 01/28/2010
Deemer Date:	Created By: Michelle Richart
Submitted By: Michelle Richart	Corresponding Filing Tracking Number:

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is similar in content to component number AS2518 which was previously approved by the Department on 8/13/09, #UHLC-126228084.

This print advertisement is invitation to inquire and will appear in AARP The Magazine in the 1st quarter of 2010. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached advertisements.

SERFF Tracking Number: UHLC-126450736 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 44533  
Company Tracking Number:  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: Rebranded ATM Ads/AS2518ST (12/09)

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
680 Blair Mill Rd. 215-902-8444 [Phone]  
Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
450 Columbus Boulevard Group Code: 707 Company Type: Life and Health  
PO Box 150450 Group Name: State ID Number:  
Hartford, CT 06115-0450 FEIN Number: 36-2739571  
(860) 702-5000 ext. [Phone]

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation: \$50.00 per form  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	01/12/2010	33461097

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/28/2010	01/28/2010

## Disposition

Comment:

PDF Pipeline for SERFF Tracking Number UHLC-126450736 Generated 01/28/2010 03:08 PM

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	PRINT AD	Filed	Yes

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Company Tracking Number:

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans

Product Name: Medicare Supplement

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## Form Schedule

### Lead Form Number: AS2518ST (12/09)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/28/2010 (12/09)	AS2518ST	Advertising	PRINT AD	Initial		45.000	AS2518ST (12-09).pdf



**Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**



**Turning 65 is an important milestone in my life. Choosing the right Medicare Supplement Insurance plan is important, too.**

**Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.**

**All medicare supplement plans give you:**

- No network restrictions — see any doctor or go to any hospital that accepts Medicare.
- Help covering Medicare's initial hospital deductible of \$xxxx (xxxx) and some of the 20% of medical expenses not paid by Part B.
- The care you need, when you need it, from any doctor.

**Call toll-free now to get free information to help you decide which AARP Medicare Supplement plan is right for you.**

**1-XXX-XXX-XXXX Code: XXX**  
**TTY: XXX**

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).

**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**

Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

**This is a solicitation of insurance. An agent may contact you.**

AS2518ST (12/09)